

**WISCONSIN URBAN FORESTRY COUNCIL**  
**Thursday, April 19th, 2001 – 9:30a.m. – 3:00 p.m.**

Christine Giese, Chair  
Jeff Edgar, Vice Chair  
Richard Rideout, Executive Secretary

RSVP to Dick Rideout by 4/13/2001  
Phone: 608-267-0843  
Email: [rideor@dnr.state.wi.us](mailto:rideor@dnr.state.wi.us)

**AGENDA**

**Location:** OJ Noer Turfgrass Center

**Address:** 3101 County Rd M, Verona, WI 608-845-6536

**Directions:** The OJ Noer Center is due south of the West Madison Agricultural Research Center where we have met before. From the Beltline, take Mineral Point Road exit, and go West ¼ mile to the first stop light. This is County M. Turn left (south) on M and travel about 3 miles. The OJ Noer Center is on the right on the edge of the golf course. Parking is on the south side of the building.

No	Time	Presentation	Agenda Item	Action
1.	9:30	Chris Giese	Call to order / Introductions	
2.	9:35	Chris Giese	Review / Approval of minutes of October meeting	Motion
3.	9:40	Dick Rideout	Review / Approval of Financial Report	Motion
4.	9:45	Dick Rideout	a. Revised Urban Forestry Study Report b. Strategic Plan revision progress Report	Information
5.	10:00	Robin Shepard	UW Extension Environmental Resource Center – Urban Forestry's Training and Education Needs	Provide input
6.	11:30	Dave Liska, Mark Dochnahl, Jeff Edgar	a. Minority Representation Recommendation b. Replacement for Laurie Bishop	Motions
7.	11:45		Lunch	Eat
8.	12:30	Monroe Miller	OJ Noer Center – an industry support success story	Be inspired
9.	1:00	Wayne Glowac	a. Wisconsin Builders PR packet and training b. Madison Home Products Show report	Information
10.	1:30	Jeff Edgar, Paul Keller, Mark Guthmiller	Millennium Grove Project status	Update
11.	1:45	Keith Erickson, Roald Evensen; Joan Stevens	WAA/DNR 2002 Urban Forestry Conference program planning	Provide Input
12.	2:00	Dave Stephenson, et.al.	Tour Des Trees	Update, Assignments
13.	2:30	Chris Giese	Council Website	Feedback
14.	2:45	Paul Hartman	Next Meeting, July 11, Green Bay Botanical Garden	Information
15.	3:00		Adjourn	

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# Wisconsin Urban Forestry Council

## April 19th, 2001

Christine Giese, Chair  
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<http://www.dnr.state.wi.us/org/land/forestry/UF/council/index.html>

4-20-2001

TO: Urban Forestry Council Membership  
FROM: Mr. Mark Guthmiller  
SUBJECT: The Wisconsin Urban Forestry Council Action Items

The following is a list of the items in the minutes that require action. Action on some items may be required immediately. Please notify Dick Rideout if you observe errors or omissions.

Action items:

- ☐ **Everyone-** Contact Dick Rideout if interested in strategic plan meeting scheduled for May 21 in Eau Claire.
- ☐ **Dick Rideout** – Add “developing letter of recommendation for Ken Ottman to serve on Governors Council on Forestry” for October council meeting.
- ☐ **Laura Jull-** Contact ASLA regarding potential representation on the WUFC.
- ☐ **Dick Rideout-** Make final approval of Linda Barcz to the WUFC.
- ☐ **Dick Rideout-** Add “Tree City USA Banquet” for October council meeting
- ☐ **Wayne Glowac-** Report on Madison Home Product Show rest area, especially response of builders to the rest area.
- ☐ **Everyone-** Get feedback to Joan Stevens regarding WAA/DNR Annual Conference topics and session format (by April 24<sup>th</sup> for next planning meeting if possible).
- ☐ **R. Bruce Allison-** Draft a letter of appreciation and support from WUFC to CARET and send to Dick Rideout for printing on letterhead paper.
- ☐ **Dick Rideout or Jenny Fannucchi-** Circulate UW Basin Educator Staff Directory to council members.
- ☐ **Everyone** – Contact Dave Stephenson for information concerning Tour des Trees volunteering.
- ☐ **Everyone** – Contact Dave Stephenson with leads to sponsors, volunteers, media events, etc. for Tour des Trees.
- ☐ **Everyone** - Mark your calendar with the following dates for future Council meetings.
  - July 11<sup>th</sup>, 2001 – Green Bay Botanical Garden, Green Bay
  - October 17<sup>th</sup>, 2001 – Lodi
- ☐ **Everyone** – Please review the UF Council website:  
<http://www.dnr.state.wi.us/org/land/forestry/UF/council/index.html>

# Wisconsin Urban Forestry Council Minutes, April 19, 2001

OJ Noer Turfgrass Center  
Verona, Wisconsin

In attendance were 17 people.

The **voting members** were: Dr. R. Bruce Allison, Ms. Linda Barcz (new member pending secretary approval), Ms. Laurie Bishop, Mr. Roald Evensen, Mr. Paul Hartman, Dr. Laura Jull, Mr. Paul Keller, Mr. Gregory Lancaster, Mr. David Liska, Ms. Mary Morgan, Ms. Joan Stevens.

The **Non-voting Interested Parties** in attendance: Mr. John DuPlissis and Mr. Robin Shepard-UW Extension Basin Education program, and Mr. Tom Harrison-Maple Bluff Golf Course Superintendent representing OJ Noer Turfgrass Center.

The DNR Staff, who are **non-voting guests** in attendance: Ms. Genny Fannucchi, Mr. Mark Guthmiller, and Mr. David Stephenson. Note: Dick Rideout was absent due to family medical emergency.

**Absent Voting Members:** Mr. Preston Cole, Mr. Mark Dochnahl, Mr. Jeff Edgar-Vice Chair, Mr. Jeff Edgar-Vice Chair, Mr. Keith Erickson, Ms. Christine Giese-Chair, Mr. Wayne Glowac, Mr. Kevin Hinckley, Ms. Marilyn Knudsen, Dr. Robert Miller, Mr. Tony Perez, and Mr. Robert Skiera, Mr. Daniel Traas, Mr. Les Werner.

The Council meeting came to order at 9:35 a.m. with Greg Lancaster filling in for the presiding chair, Christine Giese. Greg welcomed the group and made additions to the agenda. R. Bruce Allison requested to be added to discuss the CARET Outreach program and Roald Evensen and Mary Morgan requested to discuss the Tree City Banquet. The minutes from the last meeting held on January 28<sup>th</sup> in Greenbay were approved. The financial report was not available for approval.

## Revised Urban Study Report and Strategic Plan Revision Progress Report

In the absence of Dick Rideout, Dave Liska and David Stephenson briefed the group on the previous Strategic Plan meeting held in Milwaukee on March 28<sup>th</sup>. Dave Liska explained that it took awhile to figure out a review process but a format was finally developed to go through each goal. **The review process was not complete and another meeting has been set for May 21<sup>st</sup> in Eau Claire** to hopefully finalize the Strategic Plan. Discussion ensued regarding who needed to approve the final version and whether or not the full council will get another opportunity to review the final plan. Dick Rideout should clarify the process at the next meeting. Greg Lancaster questioned the status of the Request For Proposals (RFP) regarding the potential contract positions requested in the DNR budget. David Stephenson and Genny Fannucchi explained the budget process and at this point no action has been taken on drafting a RFP.

**Side note:** Dave Liska brought up that Bob Skiera is looking to resign from the Govenors Council on Forestry. He has apparently offered to serve at some capacity through this fall until the WAA national conference is over. Ken Ottman has been approached to possibly replace Bob on the council and has indicated he would be willing and honored to serve on the Govenors Council. Dave Liska (??) questioned whether this council should draft a **letter of recommendation for Ken Ottman** to serve on the Govenors Council. Greg Lancaster tabled the item and suggested it be **an agenda item for the October WUFC meeting**.

## Minority Representation Recommendation and Replacement for Laurie Bishop

David Liska informed the group that there were no new developments. At the last council meeting Chris Giese reported that no response has been received from either Preston Cole or Tony Perez in regards to letters sent in

October 2000. See January 2001 minutes for more details. Dr. Laura Jull questioned what “Minority Representation” was and wondered if it included women. Greg Lancaster responded that it could go as far as representation from small rural communities but the intent of this outreach was to focus on minorities such as the Hispanic, African American, and Native American communities. Joan Stevens questioned whether the City of Milwaukee Forestry Department was adequately represented. David Liska thought they were indirectly represented and that this was not a problem. Representation by the American Society of Landscape Architects (ASLA) was brought up. David Liska has been in contact with Ed Frier(sp?) to carry the message to the ASLA regarding representation on the WUFC. **Laura Jull has offered to take this message directly to the ASLA.**

Laurie Bishop has informed the group that she is resigning from the council. Linda Barcz also from the Bruce Company is interested to join the council as a replacement for Laurie Bishop. Bruce Allison made a motion to approve Linda as a voting member of the council. Paul Hartman seconded the motion. **The motion carried pending final approval of the council secretary.** Greg Lancaster thanked and commended Laurie for all the tremendous work she has done for the council. It was also noted that there will be a gap needed to be covered on the Tour des Trees planning committee.

### **Tree City USA Banquet update**

David Stephenson informed the council the DNR Urban Forestry Coordinators recommend waiting until 2003 due to time conflicts with ISA conference planning. David also mentioned that funds for a banquet were not budgeted for 2002 so any funds used would reduce funds for grants. Greg Lancaster asked when planning for the banquet should start if held in 2003. Rould Evensen recommended to start forming a committee this coming October, to allow time to reserve a facility. **An agenda item for October??**

### **Madison Home Product Show**

In Wayne Glowac’s absence, Linda Barcz reported that this cooperative effort with the Bruce company was very successful but mentioned Dick Rideout was disappointed in volunteer participation from this council. Mary Morgan was interested in how the builders responded to the rest area. **A follow up report from Wayne Glowac was requested.** R. Bruce Allison said that the Madison Area Builders Association spoke highly of the rest area. Bruce also mentioned that the Dane County Tree Board sponsored radio ads were a very economical value for P.R. of this event.

### **Millennium Grove Project Status**

Mark Guthmiller reported that the Millennium Grove site will be located at Lake Farms County Park, which is a Dane County park located on the west shore of Lake Wabesa. The park is currently finishing construction of the new Dane County Heritage Center and a new campground. It is also adjacent to one of the two new DNR State Parks to be developed. A list of the 100 “Famous and Historic” trees ordered were circulated. The trees have been delivered to Jeff Edgar and potted into 2-gallon pots. Half the tree will remain at Jeff’s nursery to be grown in pots for up to two years. Linda Barcz will check with the Bruce Company about possibly planting these trees in one of their nurseries in a year or two until they are ready to be moved to their final location in the Millennium grove. The other half will be planted in a temporary location on the Lake Farms Co. Park site and later transplanted to the final grove location. The planting date is scheduled for April 25<sup>th</sup> using volunteer students from the Wallbridge Academy. Bruce Woods from the American Society of Landscape Architects will be working with the University of Wisconsin and the County to develop some potential landscape plans for the grove. Jenny Fannucchi suggested a possible partnership with the Wisconsin Society of Social Science Teachers in developing interpretive aspects of this project. For more information on these “Famous and Historic” trees see the website: <http://www.historictrees.org/>

## **WAA/DNR 2002 Urban Forestry Conference Program Planning**

Joan Stevens informed the council that the WAA planning committee would be meeting April 24<sup>th</sup> at MATC North. At this point no theme has been selected. Joan presented a list of possible topic ideas. Greg Lancaster brought up the problem with all the meetings that occur on Sunday. Paul Keller noted that it would be beneficial to offer a split of Arborist oriented talks with concurrent talks related more to administrators and tree board members. David Stephenson said that the Sunday tree board round table reception has become more of a party than an educational event. Rould Evenesen questioned how many Tree Board members attend the WAA/DNR conference versus a Tree City USA banquet. He suggested it might be better to put our educational efforts in the TCUSA banquet. Joan Stevens mentioned that Kim Sabastion was contacting all Tree Board members to ask if they had interest in the round table at the next conference. David Stephenson and Joan Stevens discussed the format of concurrent speakers and opening Keynote speakers. The council recommended scraping the Tree Board Round Table or put in a concurrent session during the day. David Stephenson mentioned the possibility of having the strongest speakers present at the opening and at the close of the meeting to keep attendee's from leaving the conference early. **Get feed back to Joan before April 24<sup>th</sup>.**

### **Council Website**

Take a look!! <http://www.dnr.state.wi.us/org/land/forestry/UF/council/index.html>

### **OJ Noer Center- an industry support success story**

Tom Harrison, Superintendent of Maple Bluff Golf course and organizer of the OJ Noer Center spoke to the council regarding the process in developing the center. In summary the WI Turf Grass Society was formed to be a funding mechanism for turf grass research. Funds would be raised and matched by the University and funneled to staff in the Plant Pathology , Soils, Entomology, and Horticulture departments. Monroe Miller and Tom decided there was a need for research facility. By using connections and offering seed money they were given 15 acres of land. They had to come up with \$200,000 to build the facility. By fundraising , membership dues, and an anonymous donor they were able to build the facility. Dave Liska questioned exactly what the funding mechanisms are for on going operations. Tom roughly estimated:

Field Day \$8,000-9,000

Golf Outing \$4,000-\$12,000

Dues \$25,000-\$30,000

Suppliers Check off for donation \$10,000-\$14,000

Netting \$80,000-\$100,000 Yr.

David Liska questioned the possibility of a partnership with woody ornamentals research and turf grass. Tom was positive to the idea but stated it would be in the "powers that be" at the University. He saw a strong relationship and that it would be a good connection. Laura Jull explained that there are 9 experimental research stations in the UW system and each is reviewed every 5 years. At the last review she said the review committee was very much against changing or adding to the focus of the OJ Noer Turf Grass Reseach Center.

### **Council for Agriculture Research, Extension, and Teaching-CARET update (addition to the agenda)**

R. Bruce Allison handed out information explaining CARET and charts of how various federal programs are funded. Bruce stated that the Council advocacy for the proposed urban horticulture cluster hire created new opportunities to relate to the University. It is important for all urban forestry interests to find ways too support the UW mission. The purpose of CARET is to encourage Congress to understand and support Land Grant Universities. Mary Morgan made a motion, seconded by Joan Stevens, to draft a consensus statement of appreciation and support from the Wisconsin Urban Forestry Council to the Dean of CALS and Cooperative Extension for appointing a Council member to CARET. **Bruce Allison will draft a letter and get it to Dick Rideout to be printed on letterhead paper.**

## **UW Extension Environmental Resource Center- Urban Forestry's Training and Education Needs**

Mr. Robin Shepard and Mr. John DuPlissis explained the UW Extension, NRCS, and DNR partnership "Basin Educator Program" and solicited input of educational needs of Urban Forestry. The basin educators are staff that work on a regional basis and to assist county agents on regional issues. In 1997, UW reshaped program to match DNR's "Basin management units". Each basin determines most important needs and staff are hired with

experience to meet those needs. There are now 15 basin educator positions in Wisconsin. **It was requested to have Dick Rideout or Jenny Fannucchi circulate the basin educator staff directory to council members.**

Greg Lancaster questioned what the purpose of the basin educators was. Robin replied that 1/4<sup>th</sup> of the position involves working with the Basin Partner Team which includes local volunteer groups and the DNR. 1/3 to 2/3 of the position involves traditional programming, such as workshops for non-industrial woodland management and urban erosion control related to building. The remainder of time focus's on specialized needs. John said the potential exists for the Urban Forestry Coordinators to work with the Basin Educators on regional issues. For example John has worked with Don Kissinger on a Master Tree Steward Program. Robin then asked what are the needs of urban forestry. Dave Liska replied that preserving trees during construction was one of the most pressing educational needs with him receiving over 1,200 calls a year on this subject. Awareness of insect and disease problems and proper planting were Dave's two other top needs. Laura Jull and Paul Hartman discussed shortage of county agent staff to deal with homeowner calls. Paul questioned whether the Basin Educators could field or direct homeowner calls. Robin had informed the group that these positions were not meant to deal directly with the public on community level issues. Paul Hartman also mentioned educational needs regarding invasive species controls. R. Bruce Allison mentioned the need for education on ecological level management of the urban forest resource. Bruce mentioned "City Green" ecosystem data management and use of GIS tree cover layers to understand ecological issues. Paul Keller mentioned maintaining soil quality after land development as an educational need. Greg Lancaster re-visited the issue of who does the public call to get resource questions answered with the lack of extension staff. David Stephenson recommending calling your senator. Other

educational items discussed:  
Conservation by design-Paul Hartman

Deer problems-Paul Hartman

Greenway concepts-regional planning-Greg Lancaster

**Robin will send Dick a list of priority issues after finishing listening sessions with other groups.**

## **Tour des Trees**

Dave Stephenson handed out an updated schedule of events and volunteer support & sponsorship opportunities sheet. Dave updated the group that there are currently 5 full distance riders and 4 part distance riders signed up from Wisconsin. David also circulated a letter from Chicago's Mayor Daley supporting Tour des Trees by encouraging people to support a one day "Chicago Tree Ride", an off shoot event of the 3 day mini tour from Chicago to Milwaukee to meet up with the Tour des Trees riders. David hopes this may be a catalyst for Wisconsin to challenge those south of the border in fundraising. David asked the council if they wanted to up their level of involvement to meet the next level of recognition. Currently the council is at the \$1,000 level of support and would have to increase support by about \$5,000 to reach the next level of \$6,000. Mary Morgan recommended using council P.R. funds to sponsor a break, lunch, or lodging. David informed the council that the DNR is already supporting ISA education with \$23,000 of DNR funds. David recommended to focus any efforts or funds to sponsor a P.R. event instead. **David also solicited for volunteer to help coordinate portions of the tour, primarily someone to head up the coordination of the State Capitol P.R. event in Madison.** With no one coming forward, Greg Lancaster replied there may be a need to reorganize the current volunteers to focus on the Madison event and eliminate or find others to coordinate some of the other events.

**Next meeting**

Paul Hartman is hosting the next council meeting in Greenbay. Paul handed out information on the Botanical Gardens. Paul will work with Dick Rideout to develop an agenda.

Date: July 11<sup>th</sup>, 2001

Location: Greenbay Botanical Gardens

**Adjournment**

The meeting adjourned at 3:30 p.m.

Respectfully submitted,

Mark Guthmiller

Acting Ryan Baker (boy was he good at this stuff!)